



1. First Street Promenade

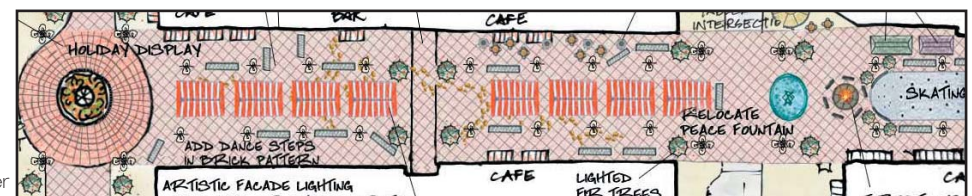
With improvement, First Street could become the central connection between Annenberg Plaza and Peace Plaza, connecting First and Second Avenues, and becoming the heart of a new pedestrian friendly downtown. This street provides the major link between the Mayo Clinic medical campus and the Central Business District. If designed and programmed properly, it can draw people from the campus to the downtown, at street level. However, there are many obstacles to overcome before it achieves its full potential. The street is too wide for the amount of vehicle traffic that it carries and it looks like a place for cars and trucks, not pedestrians. Ground floor uses along this block are either blank or appear to be empty.

The vision coming out of the November 2005 meeting is that First Street be developed as a connector and a place where people can walk, shop, sit and just enjoy themselves—a “promenade”. To encourage this type of use, adjustments should be made to the street so that it can be used for a variety of purposes at different times of year - flexibility is key. In the short term the street space can be programmed with events that attract people during different seasons. In the winter, for example, a temporary skating rink, Christmas market, ice sculptures and vendors with heated sitting areas for customers could be developed as attractions. In the summer and fall other types of markets, games such as bocce and ping pong, and temporary sitting and landscape areas would draw people. Amenities such as attractive pedestrian-scaled lighting, and awnings and banners that add color should support the intended uses. Finally, the ground floors of adjacent properties need to be enlivened so that the outer edges contribute to the outdoor life as well as the central part of the promenade.

Summer



Winter





A flexible event space
Outdoor markets, art fairs,
concerts, and games



Outdoor dining
Tables, chairs and umbrellas; movable seating near flexible
event space for informal sitting, talking and waiting.



Color and light
Awnings, large banners to advertise for
downtown cultural events, landscaping near
shops. flowers in baskets on poles; pedestrian
scale street lights, lighted storefronts and
building entrances, lighting as art projects
on blank walls and mirrored ground floor
facades



Places to sit
Benches, outdoor
cafes, temporary
seating related to
events



Effective signage
Link the skyway and subway
systems with ground floor
uses through increased
signage and more transparent
entry points to the different
systems



Visible retail and ground floor uses
Perpendicular, pedestrian oriented signs, awnings,
outdoor displays of merchandise, entrances to
stores directly from street, replacement of blank
walls with small retail uses or displays, cafés and
bars open to sidewalks

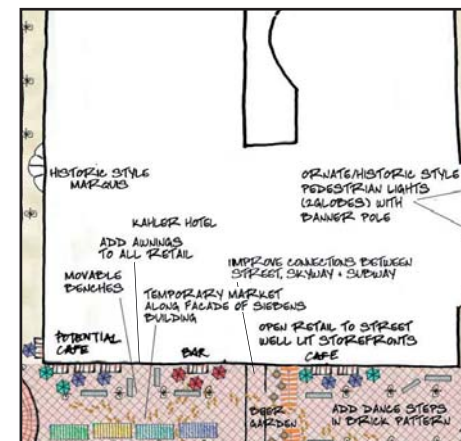


2. Kahler Hotel

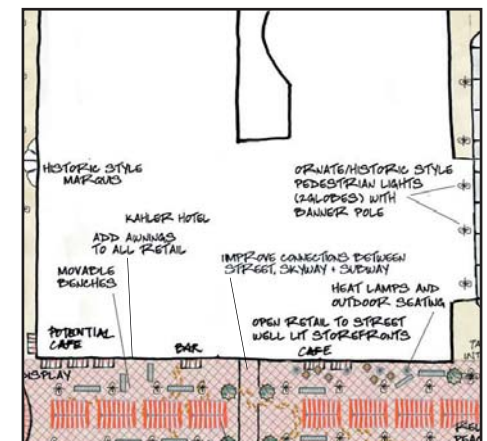
The Kahler Hotel is not only a major downtown destination for visitors to Rochester but it is also a major anchor for the proposed First Street Promenade. There are nearly 60 shops and services on the three levels inside the hotel, but only a few are at street level. And those that are at street level are nearly invisible from the sidewalks. People who work and visit downtown do use these services, but because they are internally located, they don't contribute to the liveliness of the street. These businesses may be serving only a portion of the downtown customer base that they could. With a greater street presence these shops and restaurants could attract many more people who are downtown for other reasons.

The stores and shops that are on the ground floor such as the lobby shop (which has newspapers, beverages, gifts, toothpaste and other necessities) have weak window displays, poor signage, and are hidden under the overhead arcade. Most importantly, they cannot be entered from the street. Another issue is that the retail mix is currently geared more to hospital visitors and not to downtown employees, who could be attracted to stay downtown after work. There is a balance that needs to be achieved here, but currently the scales are tipped in a way that is not serving the downtown employee base.

In order to become a truly grand hotel, the Kahler Hotel can take the lead on improving its interaction with the street and really serve as an anchor to the new downtown pedestrian area.



Summer



Winter



Retail open to the street
Shop doors open to the street, cafés oriented toward the sidewalk not the interior of the building, outdoor displays and merchandise where possible, pedestrian oriented signs and attractive window displays



Outdoor dining
Re-orient and/or relocate The Grand Grill, Lord Essex and Starbucks (within the Kahler) to the street; provide outdoor dining opportunities



Two level retail

Bar or café at the corner of First Street and Second Avenue on the second level with doors/windows that overlook First Street and Annenberg Plaza activities



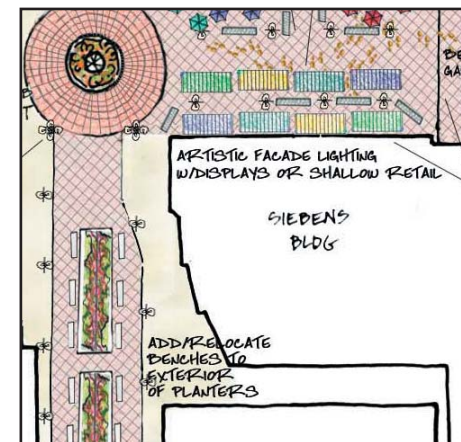
Awnings

Replace overhead canopy with bright awnings that can be changed or removed seasonally

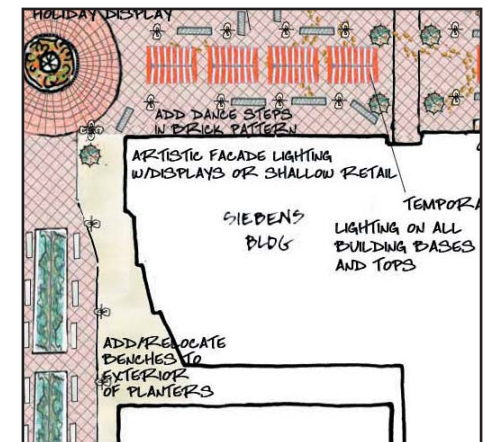


3. Siebens Building

The presence of non-retail oriented ground floor spaces, such as the Siebens building, presents a challenge in trying to create a pedestrian friendly experience along First Street. It is not uncommon that when people encounter a blank wall such as this one, they do not return to the place in the future. In some cities situations such as this have been remedied by adding displays, exhibits or art so that people walking by are encouraged not to avoid the area.



Summer



Winter

Temporary art exhibits
Murals, art exhibits, children's art projects,
history displays or current activities of
institution inside



Lighting

Projections from above or across the street,
lighting of building details, other artistic
solutions



Information about cultural
events

Nearby institutions can show the
activities that are currently going on at
churches, libraries, museums, theaters



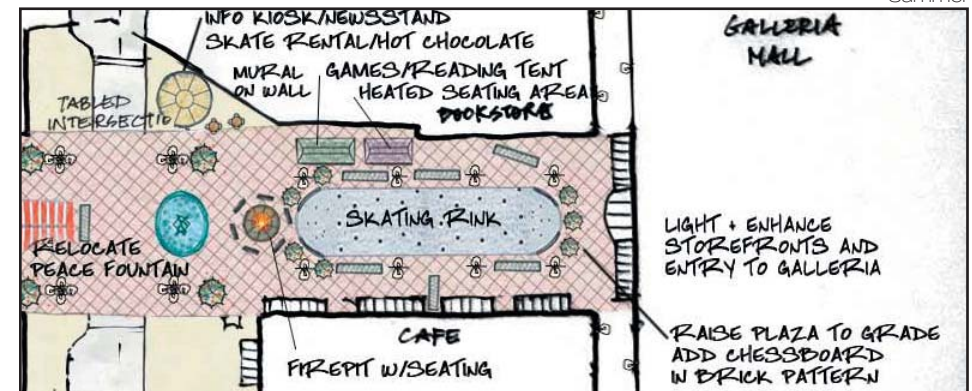
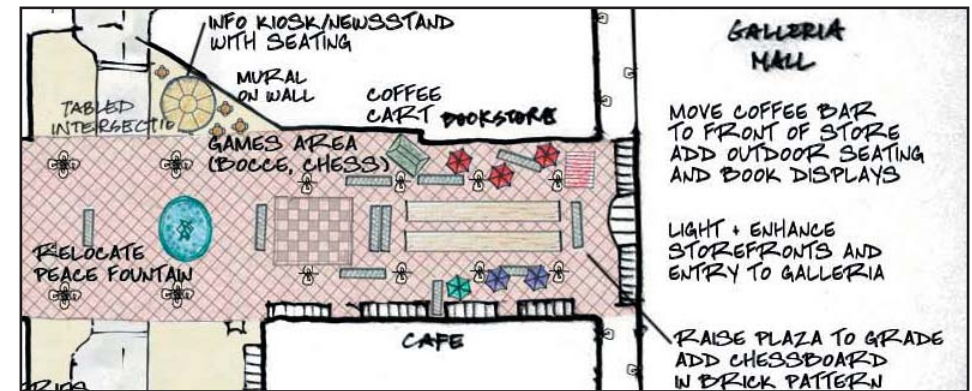
Small retail uses

Retail displays, cash machines, newsstands, shoe repair,
small shops fit into small spaces



4. Peace Plaza

When Peace Plaza was built, with its series of different levels and steps, it represented the current trend in plaza design. But it has never realized its full potential as a major destination and public space in downtown Rochester, except when it is used for special events. One of the problems is that many of the retail uses that are on the south side of the plaza are not conducive to spreading outside (e.g. outdoor cafés). And although the Barnes & Noble store is an attractive and important anchor in the plaza, it also is internalized, in part due to the nature of its architecture and to the concrete planters that are located in front of the store separating it from the plaza.



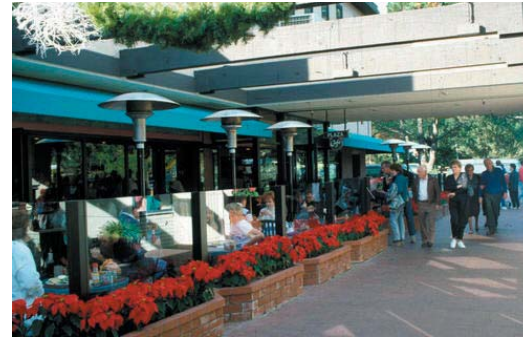
Satellite retail (seasonal)

Vending carts or kiosks related to shops that are in the Galleria, Kahler or other complexes - flowers, coffee, hot chocolate, lemonade, hot dogs, dosas, crepes, popcorn, etc.



A flexible space

Level the plaza, create more flexible space for events and for extending retail uses outside; create a setting for eating; “garden” like environment; games, outdoor displays of merchandise, movable seating



Outdoor dining (seasonal)

Extend the season for dining at existing cafe, rethink retail mix to bring a wider variety of cafes with food options that can be served quickly during brief lunch hours; focus on creativity and local foods, not on chains



Café kiosk

Satellite retail connected to existing interior space with seasonal outdoor dining, games, evening activities

Seasonal activities

Temporary ice skating rink during the winter, fire pit for warming



Information kiosk

Information about upcoming events, the location of downtown destinations, events at cultural institutions, tickets for performances

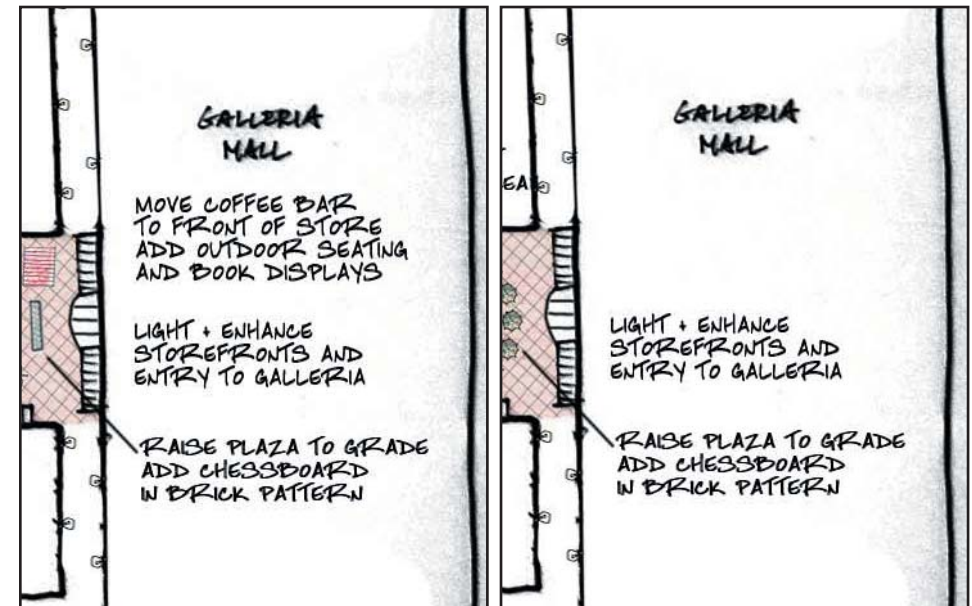




5. Galleria Mall

Although the Galleria Mall contains numerous shops and services, they are hidden inside (like the Kahler Hotel) and contribute little to creating a vibrant street life in the area. Even the ground floor glass façade that faces the plaza does not project an image of commercial activity or give any clue of what goes on within the building. This sort of inward-looking retail has another disadvantage: it does not generate any activity in the evening hours because there is nothing that attracts people inside.

The ultimate goal for the Galleria is that the front of the building be redesigned to connect with Peace Plaza. If Peace Plaza is improved and re-positioned as more of a lunchtime and evening destination, then these spaces will become more valuable. However many changes will have to be made at once to reach that goal.



Summer

Winter

Connection between Peace Plaza and Broadway

Open up the building with a glass atrium, open-air connection, retail that is oriented to the walkway as along a street, creative lighting to create the ambience and character found in older European arcades



Stronger retail presence and connection to Peace Plaza

Ground floor uses that extend into the plaza, visible and colorful signage, creative lighting, outdoor dining extended into autumn and spring, outdoor display of merchandise

Highlight architecture

Accentuate Galleria entrance with lighting, colorful awning or lighted glass entrance and art

Improved alley connections

Alleys from both the north and south provide access to the Galleria from side streets as well as provide critical “backyard” uses for retail uses. Use historic style lighting, perpendicular signage and back entrances into retail to encourage the alleys as a way into Peace Plaza.

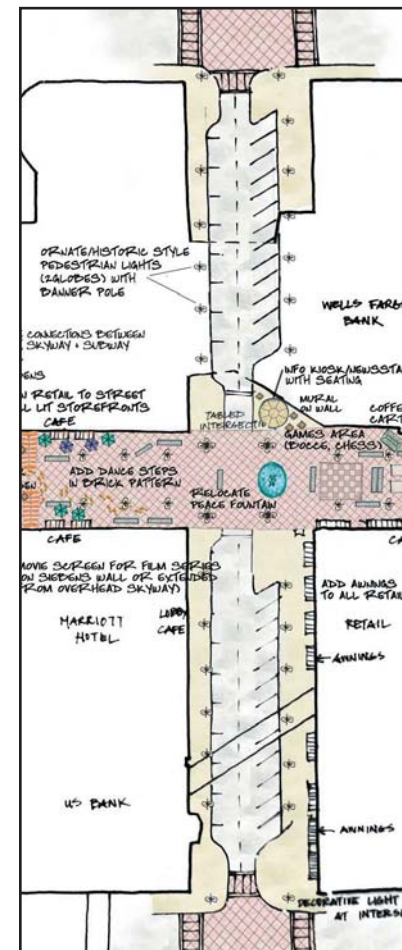




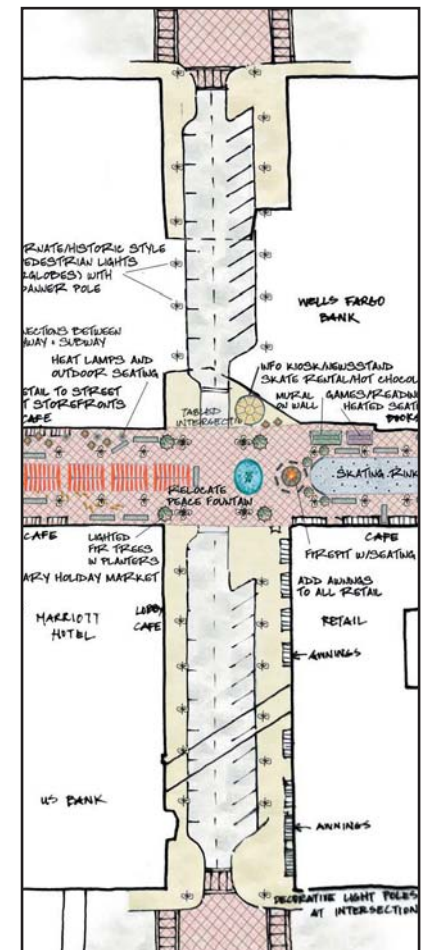
6. First Avenue

First Avenue is the major retail corridor in downtown Rochester. The economic vitality that already exists along this strip could be greatly improved by creating a more pedestrian friendly environment by improving the retail mix, and emphasizing the storefronts, window displays and basic pedestrian amenities.

Bringing the intersection of First Avenue and First Street up to grade with the First Street Promenade will allow the intersection, Peace Plaza, the Promenade and Annenberg Plaza to have a sustained continuity to them. Removing the traffic signal at this intersection and replacing with a stop sign will also calm traffic and contribute to a more pedestrian-scaled area.



Summer



Winter

Traffic calming experiments

Corners at intersections can be bumped out to create clearer and more convenient pedestrian crossings and to create the perception of a pedestrian oriented environment; crosswalks can be brightly painted, deliveries limited to off-peak times



More prominent storefronts

Upgrade storefronts with pedestrian oriented signs, colorful awnings and improved facades; architecture of building above could be enhanced with paint, architectural details and lighting



Lutefisk Dinner

Host world's longest lutefisk and lefsa dinner on the street



Angle parking

Add angle parking to increase number of parking spaces, slow traffic and create stronger perception of a retail and shopping environment; reduce traffic to two lanes



Bike racks

Provide bike racks to encourage cycling activity



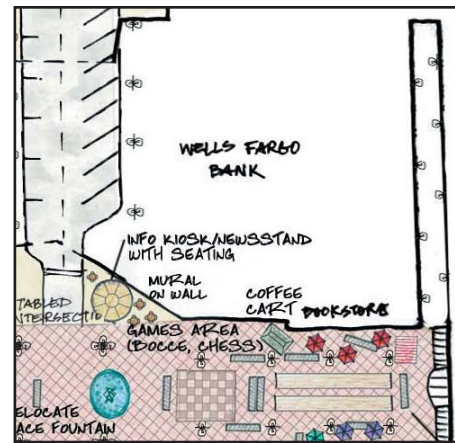
Wide sidewalks for pedestrians

Size of sidewalks can be increased to make street more pedestrian friendly, to create space for pedestrian lighting and information, and to provide a buffer for angle parking

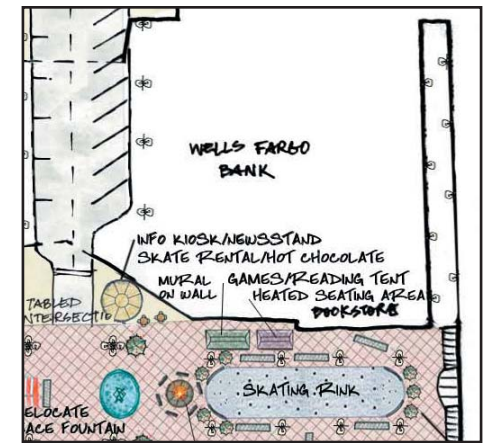


7. Wells Fargo Building

Another important destination in Rochester is the Wells Fargo facility which houses many employees who could potentially spend more time downtown. The two main challenges regarding this key institution are: 1) getting the people working inside the building to go outside to walk and shop, and 2) to improve the building so that it has a stronger retail presence on the street. The façade is essentially a giant mirror and its blank glass ground floor with no retail or exterior displays make it a dead space that attracts no one. The uses inside the building are invisible from the sidewalk.



Summer



Winter

Enhance the mirrored glass

Create pedestrian interest with a mural (like the one the Wells Fargo company paints on buses) on the mirror, projections, lighting, art



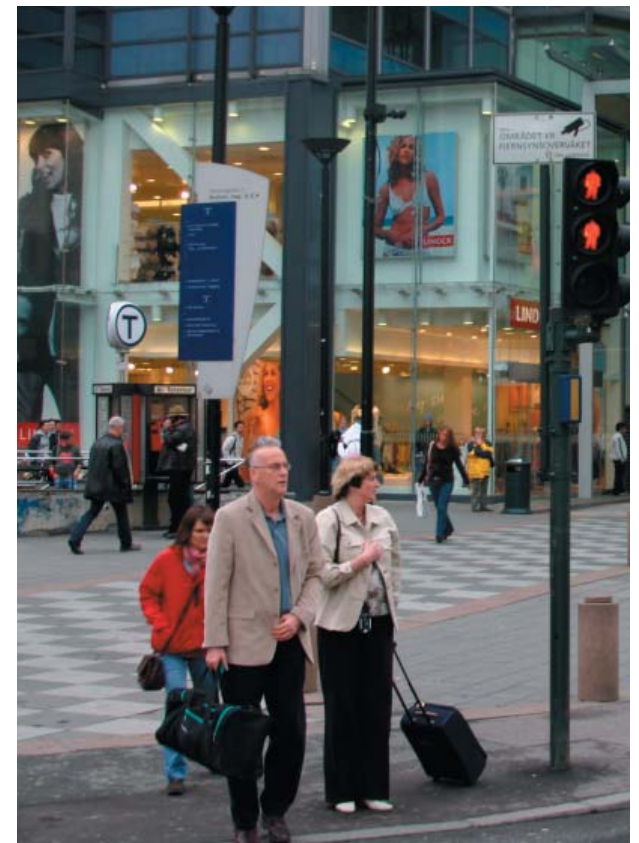
Retrofit the ground floor uses

Ground floor should be more retail oriented, with exhibits facing the street that tell the history of the company and focus on the corner



Connect the inside and the outside through the lobby

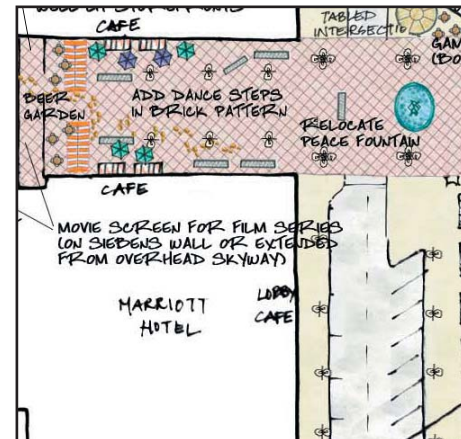
Increase presence of the lobby with more active ground floor uses



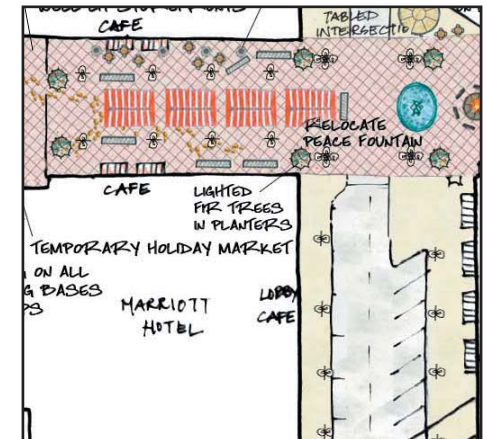


8. Marriott Hotel

Although the Marriott Hotel occupies one of the main corners in downtown Rochester, and the inside of the hotel is a comfortable and welcoming place with many places to sit, eat and drink, from the outside the Marriott resembles an unfriendly fortress more than a hotel. The challenge is to make the exterior fit with the attractive qualities of the interior! Some of this can be accomplished with enhancements to the ground floor such as awnings but the real improvements could be made by retrofitting the ground floor of the building so that it has a stronger presence on the street, a better pedestrian orientation and a more inviting entrance. Much of the ground floor is set back behind columns, particularly where people are dropped off by vehicles. If the streets around the building were traffic calmed and a stronger pedestrian orientation established throughout the area, then the ground floor of the building could be extended out and people could be dropped off on the street under a colorful and welcoming canopy.



Summer



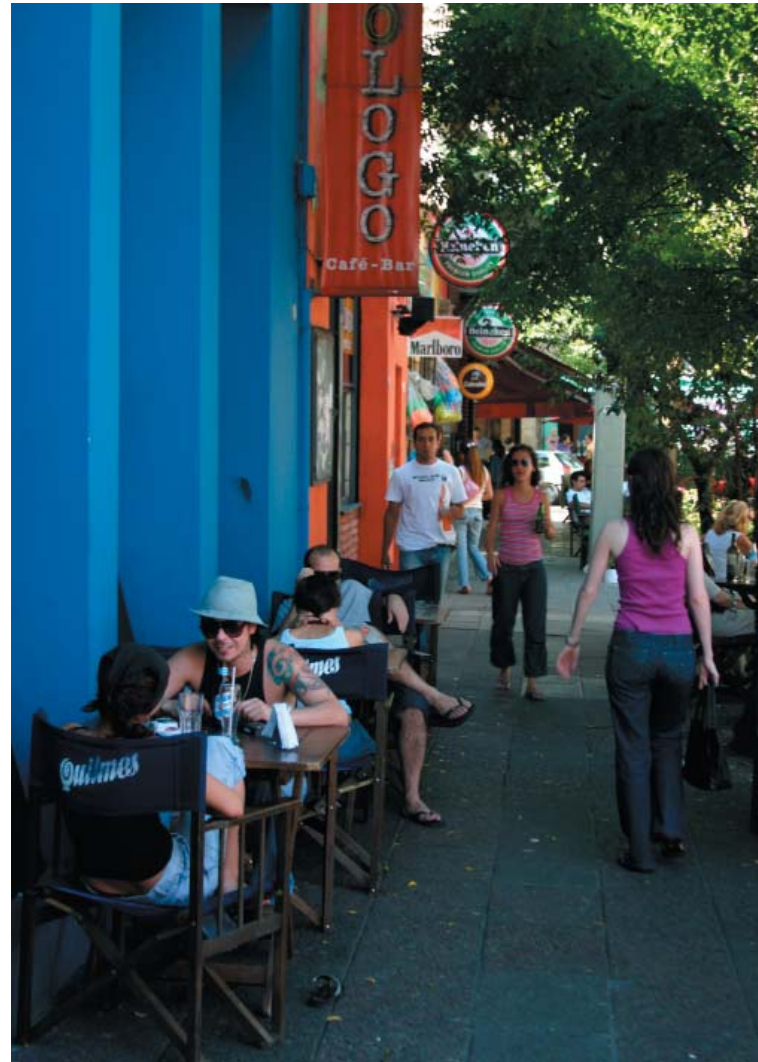
Winter



A stronger presence at the corner
Strengthen the hotel's identity at the corner by an improved entrance, lighting, and more active ground floor uses

Street level amenities

Places for people to sit outside, a bar or café inside that has outdoor seating, activity inside that is visible from the outside



An inviting hotel entrance

Relocate the entrance out onto the street where the bustling hotel activity will add activity to the area around it, rather than take it away

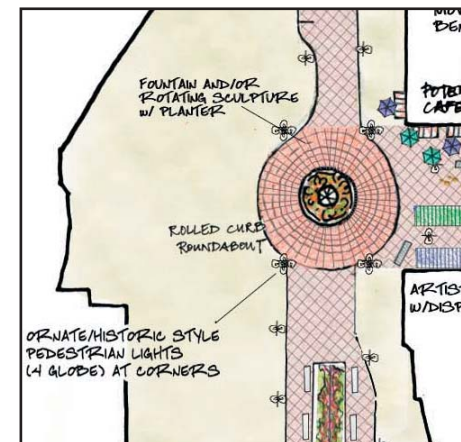


Oslo, Norway

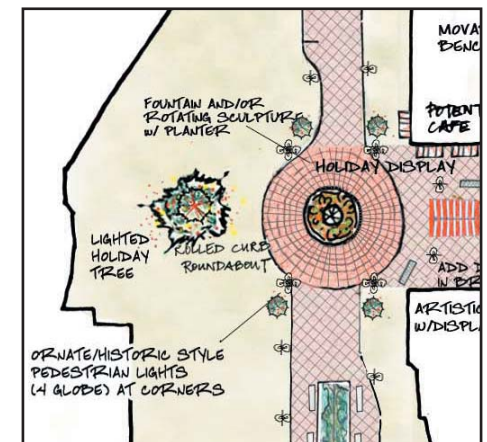
9. Annenberg Plaza

The recently completed Gonda Building and Annenberg Plaza provide a strong anchor to this end of First Street. The closed street with the raised planters provides a pedestrian oriented area but also a focal point around which a range of activities could be planned. It is also a place where many pedestrians pass by. However it has weak edges on nearly every side which detracts from it achieving its potential as an attraction. And with many of the shops at the lower subway level, many of its potential users may not even be aware of the plaza's existence.

Annenberg Plaza resembles the Channel Garden planters in Rockefeller Center, New York City. The Channel Gardens planters were originally used as only a planting bed. And it was only after Rockefeller Center put benches along the outer edge of the planters (and discovered that people liked to sit on them) that the managers realized that this area could be a destination. Today these planters are changed eleven times a year with varying horticulture, art, and a variety of other displays. A farmers market is located next to them on Friday nights and the bases of most of the buildings have been retrofitted to become more retail oriented and pedestrian friendly. The result after thirty years of change is a much more pleasant and economically vigorous place.



Summer



Winter



Seasonal activities

Ice sculpture competitions, holiday tree and exhibits will draw people into the plaza during the winter



Focal point

Tie together First Street and Second Avenue and Annenberg Plaza; create a visual terminus to the two streets; limit vehicles at the intersection, possible place for lighted holiday tree and lighting display, large temporary sculpture at other times of year (e.g. like the flower dog at Rockefeller Center)

Bandshell for performances

Space for performances in the plaza with a temporary band shell to provide a focus for the events



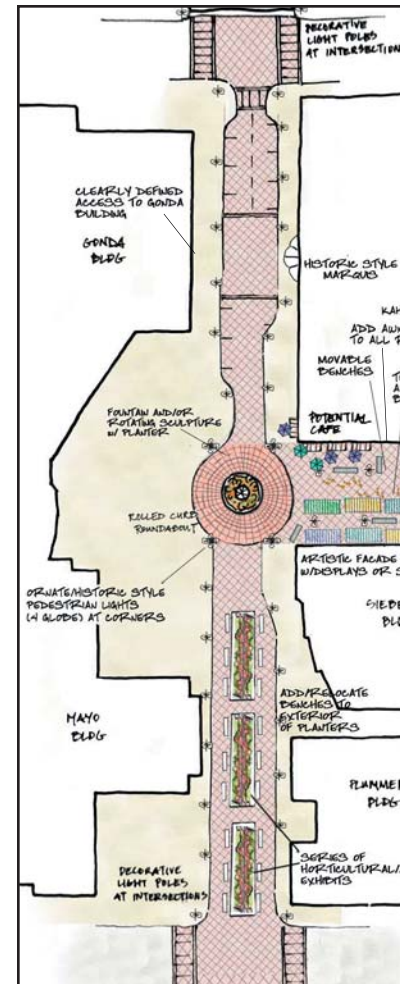
Outdoor movies

A temporary screen can be erected for outdoor movies, televised sporting events or giant video games

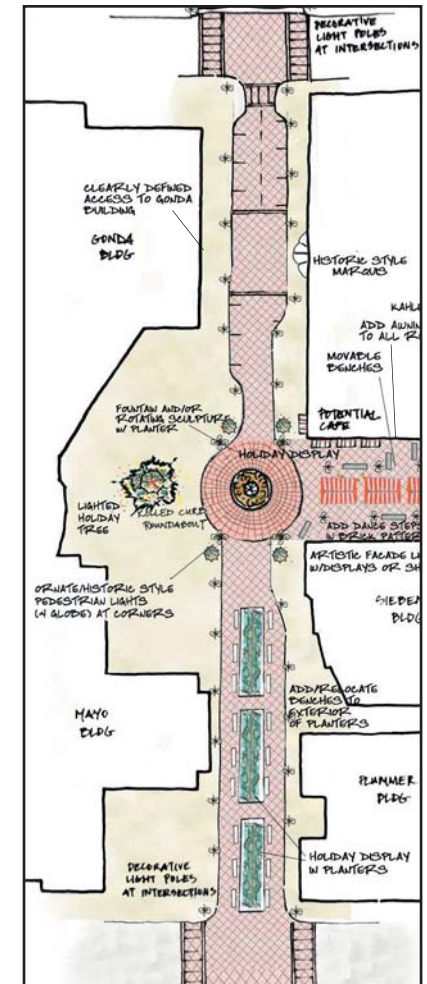


10. Second Avenue

Second Avenue, like First Street, is a street that is little used by vehicles but is still perceived as a place for cars rather than pedestrians – basically it lacks an identity as anything. At the same time, Second Avenue plays an important role as the main entrance to the Kahler Hotel and to the Gonda Building across the street. This important function could be dramatically enhanced by improving the character of the two entrances. The street could easily be narrowed, its surface and character made more pedestrian, and the two entrances be emphasized through canopies, lighting and especially at the Kahler Hotel, through improved ground floor retail.



Summer



Winter

Limited vehicle access

Traffic calmed street with drop-offs for visitors to Kahler and Gonda Building, a pavement surface to fit with Annenberg Plaza and the First Street Promenade



Entrances

Enhance building entrances with canopies, lighting, plantings



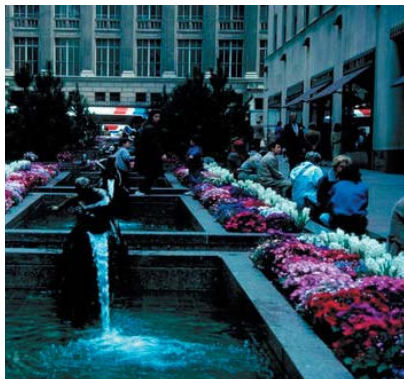
Rotating horticultural and other displays

A frequently changing planting bed will provide color and seasonal interest at the entrance and help pull passers-by into the square



Access to transit

Bus passengers, local employees and shoppers can reach the buses on Second Street through this connection with the First Street Promenade area



Mid-block crosswalk

Construct a well-defined crosswalk mid-block between the Kahler and the Gonda building for ease of pedestrian crossing



First Street Promenade, Rochester 37

